

## Printer Versus Publisher (It's Not a Fight!)

by Pat Dorsey

**C**onfused about the role of a printer versus a publisher? The topic can be bewildering to authors setting out to make their manuscripts into real books.

The answer, though, is pretty simple.

A printer *prints*. They take paper and ink and – whether on a press or digital machine – combine them to create the pages of a book. Some can then handle binding them, printing covers, and then attaching them to the bundle of pages to produce a finished, bound book. They then ship or hand over the finished books.

A publisher *makes and sells* books. Printing and binding is only a middle step for a publisher, who also pays an author for a manuscript, develops the manuscript, edits

it and lays it out and edits it again, hires artists and designers to create covers, handles legal issues like copyright, hires a printer to produce the physical books, and then gets those books on retailers' shelves and in buyers' hands – all of that, hopefully, at a profit.

So, as an author with a manuscript, the question you have to decide on is how much additional skill you need to get your book to your readers. If you're like many authors, you probably feel you have a great manuscript but need help with layout and design and production and sales, so you'll need the help of a publisher. If you can handle coordinating all the development and design and selling yourself –

**M**eet Nick Ranciglio, Sales Manager at Jaffe Book Solutions. Nick will clear things up, help you understand what you need to know to work directly with a printer, and help you decide what kind of service you're really looking for.



Nick Ranciglio

congratulations, you're a publisher! Hiring a printer to print and bind your books is just one step in your process.

## Annual SLPA Service Vendors Showcase

by Warren Martin

**N**o matter how you're publishing, it takes a team of publishing experts to turn a manuscript from a draft into a finely crafted book. Authors need publishers, book coaches, editors, graphic designers, printers, web designers, illustrators, and marketers.

The annual Vendors Showcase, hosted by the SLPA, will feature publishing professionals of all specialties, who will be ready answer questions for inquiring authors.

Don't miss this opportunity to meet a roomful of people who can help you at every



2015 Vendors Showcase

stage of your book project.

This is a chance to ask questions and get a feel for who they are and how they work.

- If you're at the beginning of your book's journey and trying to develop your concept or story, talk to one of the book coaches or ghost-writers.
- Undecided on going independent or finding a publisher? Talk with local publishers and find out the variety of options.

(Vendors Showcase continued on page 2)

Book Marketing  
Workshop  
a Big Success

by Peggy Nehman

Read attendee's comments at  
<http://www.stlouispublishers.org/blog/4111206>

### UPCOMING EVENTS

**Aug. 10: VENDOR SHOWCASE**  
FREE ADMISSION

**Sept. 14: CROWDFUNDING**  
PANEL DISCUSSION

**Oct 12: "HAVING A BUSINESS PLAN"**  
with KIM WOLTERMAN

**Nov 9: "BEST AUTHOR BRANDING PRACTICES"**  
with DONNA HECKLER

# Report from the Missouri Writers' Guild Conference

by John Milford

I attended the 2016 Missouri Writers' Guild Conference in Kansas City, MO, from April 29th through May 1st. Over one hundred other writers had three or four workshops to choose from every hour. The staff was well organized and very helpful, and welcomed us with warm hearts.

Friday night opened with the Conference Chairperson Mary Lane-Kamberg introducing the keynote speaker, Rachel Renee Russell, who spoke on "What It Means To Be Published." A First Page reading followed, in which the first pages of authors' works were read anonymously by Mary, and five faculty members commented on the quality and how to improve them. After that, hors d'oeuvres were served, the bar was opened, and we mingled. It was quite interesting to hear what editors and agents expect from writers.

Saturday morning I attended Tom Averill's workshop "It All Depends On Your Point Of View." He discussed the strengths and weaknesses of using each of the five points of view in fiction. Deborah Reinhardt held a workshop entitled "Writing For Magazines In A Digital World." Rachel

Renee Russell and Crystal Allen led a workshop titled "From Zero To Series."

Many of the workshops ranged from one hour to two hours or more. There were workshops on poetry, fiction, nonfiction, and adult literature. Twenty-two different staff members kept it moving and interesting, each an expert in their own field. Authors, editors, agents, and publishers informed us how they believed we should proceed in order to be successful. They basically gave us insider information and tips on what they look for from their point of view. They were very helpful and open to taking questions from their audiences. Some gave information in printed handouts so we could follow along and have something to take home with us.

I particularly enjoyed listening to Jen Mann in her workshop entitled "Is It Funny Yet?" She is the author of the *New York Times* bestselling book "People I Want To Punch In The Throat." Her bawdy delivery was quite informative as well as entertaining. She told us how she had been a real estate agent along with her husband. She complained a lot to him, and he finally told

her that it was over. She asked if he meant the marriage. He said he meant them working together. He suggested that she start a blog and complain to other people. That is how she became an author. Many bloggers liked what she had to say. One day her husband called her to tell her she had one hundred thousand emails from a piece she had run.

I also got into The Shark Tank, in which authors are allowed to promote their work for ninety seconds in front of three faculty members, who give feedback about the work. It was an eye opener for me; I received some good advice.

This event was well worth the time and money I spent on it. I hope to be able to attend more of them in the future. It was a great way to socialize with fellow writers and stay in touch with the marketplace.

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*John Milford is the author of Going My Way: A Search For The Perfect Poop (a poop joke book) and is currently working on a humorous anthology from cancer survivors, titled Who Says Cancer Can't Be Funny.*

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(Vendor Showcase continued from page 1)

- Does your manuscript need organizing or your sentences need polishing, or do you need help with the writing process? Chat with an editor!
- Do you need an eye-catching cover and help laying your book out for print or uploading to Amazon? Get to know graphic designers with the knowledge and talent to turn your manuscript into a book.
- Need illustrations for a children's book or visual aids? Talk with an illustrator and check out their portfolio.
- Curious about printing options? Talk to a local printer!

This is a **FREE** event and open to the public.

**Wednesday, August 10, 2016**

The Heights: Richmond Heights Community Center

The Argus Room, 8001 Dale Ave., Richmond Heights, MO, 63117

**Doors open at 6:30pm**

**Showcase begins at 7:00pm and continues until 9:00pm.**

For more information, visit our website at: <http://www.StLouisPublishers.org>.  
Service providers may contact Warren Martin to apply: [president@stlouispublishers.org](mailto:president@stlouispublishers.org).

**MEMBERSHIP DUES**  
**\$60 in 2016**

**SLPA Meets on the**  
**Second Wednesday**  
**of the Month**

**RICHMOND HEIGHTS**  
**COMMUNITY CENTER (THE HEIGHTS)**  
**The Argus Room**  
**8001 Dale Ave.**  
**Richmond Heights, MO 63117**  
*(Child care available at The Heights)*

Doors open for networking at 6:30pm  
Program begins at 7pm  
The meeting concludes around 8:30pm  
Networking until 9pm  
Regular meetings are free to members.  
Guests: \$10 at the door.

 **SLPA NEWS & VIEWS**  
Editor: Andrew Doty  
Designer: Cathy Wood  
Webmaster: Kevin Ericson

   